ESCA SUMMER
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From Feelings to Facts

Optimizing Attendee Behavior and Experience

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We’re All Guessing

A Little Too Much

Are big-name speakers actually engaging audiences?

Are booth visitors connecting or just killing time?

Surveys and anecdotal feedback leave blind spots.

Imagine Having These Insights

Continuous energy levels during sessions

How long do attendees dwell at booths

Impression counts for sponsorships

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Tradefloor Quiz

Booth Placement

A. Entrance

B. Back

Food Stations

A. Perimeter

B. Outside

Results

People walked by the booths at the front **without** stopping

Attendees went to the food stations **without** visiting booths

Tradefloor Quiz

Breakouts Location

A. Tradefloor

B. Rooms

Best Exhibit Day

A. First

B. Second

Results

Long walks from the breakouts to the expo hall **killed** the energy.

People spend **more time** in booths on the second day.

Programming Quiz

Speakers

A. Internal

B. External

Timing

A. Morning

B. Afternoon

Results

Internal speakers **outperformed** external ones

Afternoon sessions had **higher** energy

Programming Quiz

Meal Service

A. During

B. Between

Topics

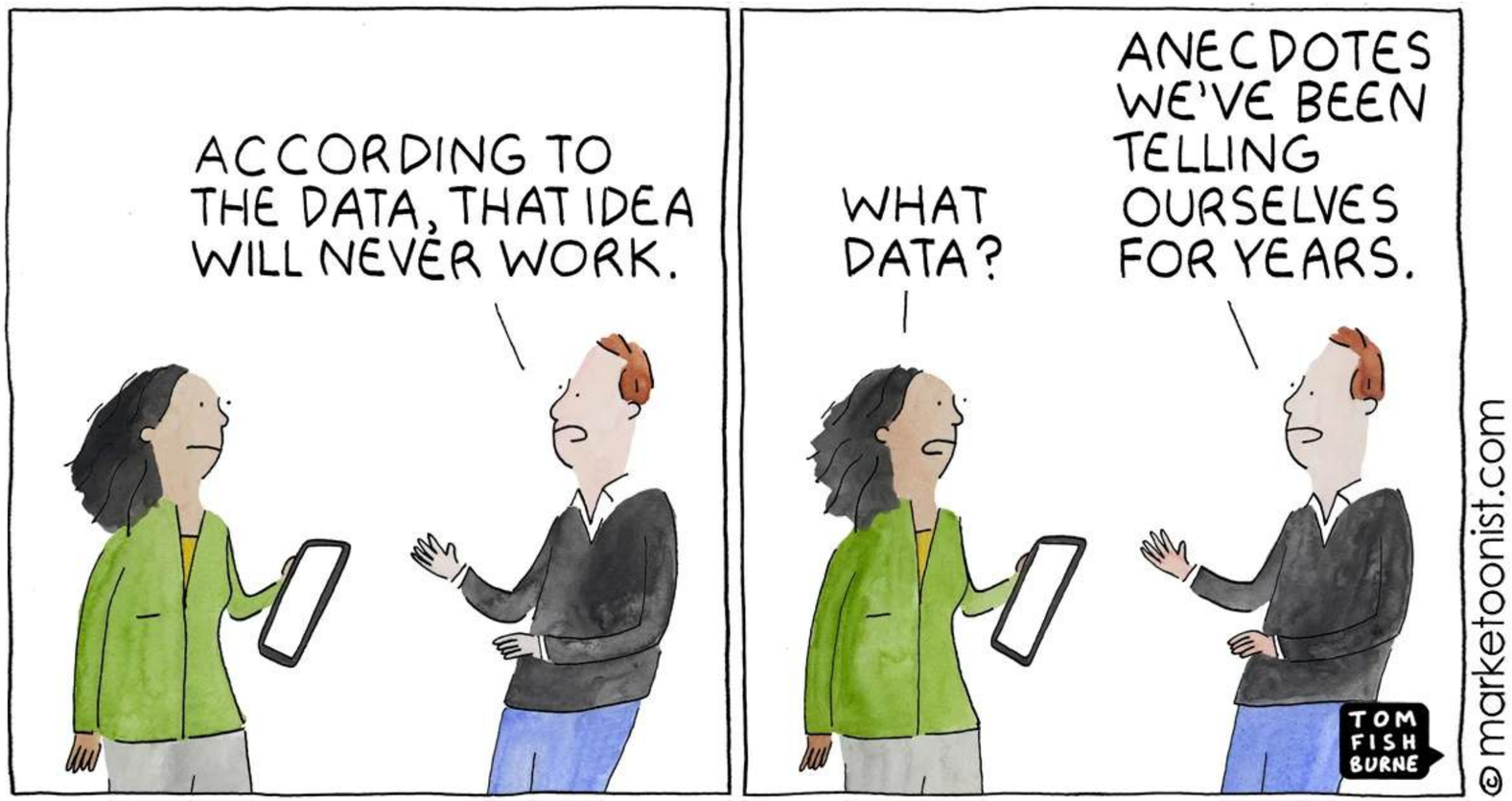
A. Spread

B. Group

Results

Meal service during sessions **lowered** engagement.

Back-to-back sessions led to **audience fatigue**.


ACCORDING TO THE DATA, THAT IDEA WILL NEVER WORK.
WHAT DATA?
ANECDOTES WE'VE BEEN TELLING OURSELVES FOR YEARS.
TOM FISH BURNE
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Event Operations

Metrics Analysis

	Quantitative	Qualitative	Passive
Registrations	✓		
Badges	✓		
Surveys	(✓)	(✓)	
Observations		✓	✓

Tradeshow Sales

Metrics Analysis

	Quantitative	Qualitative	Passive
Number of Sales	✓		✓
Average Price	✓		✓
Renewal Rate	✓		✓
Surveys		✓	

Advanced Metrics

RFID

Radio Frequency Identification

BLE

Bluetooth Low Energy (Beacons)

AI

Computer Vision

Advanced Metrics

A Comparison

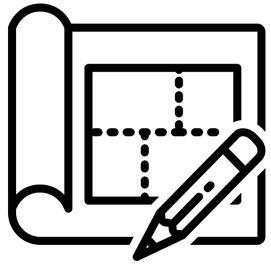
	RFID	BLE	AI
Unique ID	✓	✓	
Traffic & Dwell	✓	✓	✓
Experience			✓
Affordable			✓
No tags			✓

From Data to Experience

Objectives & Metrics

Programming Improvements

- Session duration and format
- Speaker and topic selection



Layout Optimization

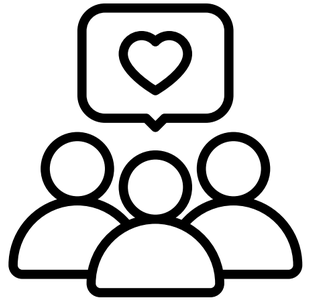
- Size and location of lounges
- Tradefloor design and optimization

From Data to Revenue

Objectives & Metrics

Existing Sponsors & Exhibitors

- Consult on their performance
- Facilitate internal ROI debriefings



New Sponsors & Exhibitors

- Increase confidence for success
- Promote the right packages

From Gut Feelings to Ground Truth

- We don’t need to rely on assumptions
- Behavioral data fills in the blind spots
- Optimize programming and layouts

Questions?

Curious about how attendee behavioral data AI can provide you with actionable insights and increased ROI?

Here is a list of companies adopting a data-driven approach.